



PRESS RELEASE
27 Jan 2010

Travel Counsellors smashes sales records this January

Travel Counsellors is celebrating after achieving its best ever sales in the company's 15 year history, recording its highest ever selling day and seven of the company's top ten sales days during January.

The company smashed all previous sales records on Friday 15 January, achieving an impressive sales total of R24,18M (£1.86 million), beating the previous best day of R19,76M (£1.52 million) in January 2008 by 22%, and achieving the fastest million in the company's history. The total number of bookings contributing to the staggering sales figure was 1003, yet another company record, with the average booking value at R24 895 (£1,915). This was the finale to a phenomenal sales week as the company recorded its third highest sales day on 12 January of £1.49 million followed by its fourth on 14 January with sales of R19.37 (£1.45 million), when it also experienced its best ever sales day for its own in-house dynamic packaging system Phenix. It then went on to achieve its second best ever sales day yesterday (Monday 18 Jan) with sales of R20.54 (£1.58 million). All together the company has reported seven of its top ten sales days in its history during January 2010.

Cheshire based Travel Counsellor Donna Waddington shared the success on 15 January, topping sales of over (R559 000) £43,000 and making it her best ever month since joining Travel Counsellors 7 years ago. She believes the secret of her success is the unique service she can provide to her customers and the network of support provided by the company; "People still want to go on holiday but are looking for a service that goes above and beyond. I did a big group booking on Friday and I truly believe I would not have got it if it wasn't for the fact that I could be there for my customers when they needed me, including talking them through the itinerary in the evenings. There's no doubt in my mind that the system of support that Travel Counsellors provides me is fundamental to me being able to deliver a better service to my customers and enabling me to have my best sales so far. What a great way to start the year. My feet still haven't touched the ground!"

Since the start of its financial year on 1 November 2009 Travel Counsellors has achieved sales of over R650M (£50 million), which is 38% up on the previous year and 26% on 2007. Its UK sales are 23% up on the previous year, with the average booking value up by 7%.

The company, which now operates in seven countries and has over 1,100 Travel Counsellors worldwide, has reported its international sales are 100% on last year and a staggering 300% up on 2007. It continues to experience exceptional expansion in its overseas operations, with overseas sales now accounting for 50% of growth on last year and 90% of growth on 2007. Its international sales account for 26% of total sales so far this year.

Managing Director Steve Byrne added "We are delighted to have seen such a fantastic start to the year for our Travel Counsellors. It is certainly a promising sign for forecast sales and the fact that people are regaining faith in the economy and looking towards the year ahead in a positive light. Our overseas sales are also booming and we continue to see excellent growth in the other markets in which we operate. For example our Netherlands operation also experienced its best ever sales day on Friday with sales of nearly R3.3M €300,000."

Travel Counsellors operates in the UK, Ireland, the Netherlands, South Africa, Australia and Canada. The company's global sales for the financial year end (31 October 2009) were R3,315B (£255m), a 5% increase on the previous year, and forecasts turnover of R4,095B £315 million for 2010. It also expects to recruit a further 200 Travel Counsellors over the next 12



months, as more travel professionals look to increase their earning potential running their own travel businesses from home.

Steve adds; "I would like to thank each and every one of our individual Travel Counsellors for their contribution to these fantastic sales figures. As a company we are dedicated to supporting each individual agent so they can develop their businesses through providing an exceptional level of customer service, whilst enjoying the flexibility and benefits of running their own home based travel businesses. As the company has expanded we have always ensured that we do not neglect our existing agents, employing more dedicated staff to support them and constantly improving our resources including IT and marketing technology. We look forward to what promises to be a great year for the business."

Travel Counsellors South Africa currently has 110 Travel Counsellors.

ENDS

About Travel Counsellors: Travel Counsellors is the world's largest home-based travel company with turnover at the end of its last financial year (Oct 31 2009) of £255 million. Founded in 1994 it currently has over 1,100 travel consultants who work from home with the support of over 170 staff at the company's UK headquarters in Bolton and overseas offices. The company operates in the UK, Ireland, the Netherlands, South Africa, Australia, Canada and the US. In the UK, the Travel Counsellors Trust financially protects everything booked by the customer free of charge. Travel Counsellors was the winner of the prestigious Queen's Award for Enterprise in 2003-2008, the technology category of the 2005 CBI Growing Business Awards and was voted Travel Agent of the Year by readers of the Guardian, Observer and Guardian Unlimited in 2006, 2007 & 2009.

For further information contact:

Michelle Bullmore

Tel: +27 21 417 9460

E-mail: michelle@travelcounsellors.co.za